Domino's Pizza (R) Opens First Store in Kenya

November 19, 2014

Nairobi residents can now enjoy the Domino's Pizza delivery experience

ANN ARBOR, Mich., Nov. 18, 2014 /PRNewswire/ -- **Domino's Pizza(NYSE: DPZ), the recognized world leader in pizza delivery**, is continuing its international growth momentum by opening its first store in Kenya.

Om Nom Nom Ltd., the master franchise holder of Domino's Pizza Kenya, is on a mission to establish more choice and competition within Nairobi – an area with fairly limited pizza delivery options. Om Nom Nom Ltd. has plans to open more stores in Nairobi within the next few years.

"Nairobi is a terrific market for pizza delivery, and we are very excited to deliver the one-of-a-kind Domino's experience to Kenya," said Eric Andre, director and co-founder of Om Nom Nom Ltd. "The people of Kenya are eager to try new food and we are incredibly excited to bring them our delicious, quality pizza that is so loved around the world."

The Westlands, Nairobi location celebrated with a grand opening event on Nov. 8, which Andre, U.S. Ambassador Robert Godec, and Domino's Pizza International Director Joshua Kilimnik attended.

"Establishing ourselves in Kenya provides an excellent opportunity for our brand to continue growing globally," said Ritch Allison, Domino's Pizza international president. "Domino's has terrific potential to offer an unmatched pizza experience to the people of Nairobi."

Domino's now operates in more than 75 markets worldwide, with more than half of its global retail sales coming from international stores.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 11,250 stores in over 75 international markets. Domino's had global retail sales of over $8.0 billion in 2013, comprised of nearly $3.8 billion in the U.S. and over $4.2 billion internationally. In the third quarter of 2014, Domino's had global retail sales of over $2.0 billion, comprised of $0.9 billion in the U.S. and $1.1 billion internationally. Its system is made up of franchise owners who accounted for nearly 97% of Domino's stores as of the third quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of U.S. sales from its digital channels in 2013, as well as reach an estimated $3 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within both traditional and e-commerce retail.

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